

The Office for Economic Promotion of the State and Republic of Neuchâtel., the Chamber of commerce of Neuchâtel and the Japan External Trade Organization (JETRO) propose an informative breakfast seminar in order to strengthen business relations between Switzerland and Japan

## Partnership Switzerland-Japan: keys to success

**Tuesday, 7th November 2017 • 08:00-10:30**

**Venue: Hotel Beau Rivage, 1 esplanade du Mt Blanc, Neuchâtel**

The Office for Economic Promotion of the State and Republic of Neuchâtel., the CNCI, S-GE and JETRO Geneva, the economic promotion agency of the Japanese government, jointly invite you to an informative seminar on Japan, its business opportunities and its business culture. This event will serve as an introduction to the Japanese market and provide you with up to date information on governmental efforts to attract Swiss companies. In addition, this seminar will give you the chance to hear the voices of the representatives of two companies: a Swiss company active in Japan and a Japanese one, who has chosen Switzerland as a land of investment. These comparative views will be a unique opportunity to understand their motivations, the difficulties encountered, the battles won and to come. Do not miss this event which will give you the occasion to talk to real experts, and allow you to discover how to apprehend an expansion in Japan and how to understand the Japanese corporate culture. The seminar will be closed by a cocktail, ideal to extend your network.

08:00	Welcome coffee
08:30	<b>Opening remarks, Neuchâtel – Japan, existing relation and statistics</b> Mr. Florian Némethi, Director, CNCI
08:45	<b>Why Japan? (In English)</b> Mr. Masashi Nakazono, Director General , JETRO Genève
09:00	<b>Success in Japan for a Swiss SME</b> Mr. Charles Ochsner, Attorney at Law in Tokyo, CH Projects Management Ltd.
09:20	<b>SIKA's experience in Japan (TBD) (In English)</b> Dr. Koichi Oba, Head of Corporate Target Market Roofing, SIKA Services AG
09:40	<b>Why Switzerland? Story of a Japanese investment in Switzerland (In English)</b> Ms. Kate W. Harada, Senior Integration Director, Tanaka Kikinokogyo KK (Metalor Technologies SA)
10:00	<b>Export to Japan, forecast and key sectors</b> Mr. Alain Graf, Senior Consultant Asia, S-GE
10:15	<b>JETRO Services</b>
10:20	<b>Closing remarks and support in internationalization process, reciprocity in collaboration Switzerland-Japan-Switzerland</b> Etat de Neuchâtel
10:30	<b>Networking</b>

Seminar in French with some presentations in English,

Participation is free but registration is compulsory by November 1st.

**For registration please click-on:** <https://www.jetro.go.jp/form5/pub/swg/seminar071117>